

## FRANKLIN SIMON

# SUITS FOR MEN

at \$25 \$30 \$35

READY FOR SERVICE and HAND TAILORED

The Real Thing in Fifth Avenue Clothes!

HOSE prices, \$25, \$30 and \$35, may strike you as incredible, but they are correct. They are our chief achievement. Hand-Tailoring at \$40 to \$50 is an easier matter. But to have carried the art of Hand-Tailoring into the realm of popular prices is a triumph. Yet that is what we have done. Our \$25, \$30 and \$35 suits are exclusively Hand-Tailored. The models are the work of a designer who is a past master in cutting Fifth Avenue clothes. And the tailoring reveals all that delicacy of detail and that soft and flexible appearance which come from heart, hand, and a hankering for higher things!

## Franklin Simon & Co.

Men's Clothing Shop—FIFTH AVENUE—8 West 38th St.  
Separate Shop on Street Level

Founded 1826

Greeley 1900

# Lord & Taylor

38th Street

FIFTH AVENUE

39th Street

## Women's Autumn Blouses

At Prices Especially Attractive

New models, which faithfully mirror the caprices of Fashion—as to collars, vestees, the countless little style notes which make for distinction,

And at prices that from the viewpoint of economy are irresistible.

**Satin Blouses**—in shades of plum, French blue, brown and navy; with pointed collar and cuffs of bisque or white. Special.....\$5.00

**Georgette Crepe Blouses**—in flesh or white, with softly pleated fronts; collar and cuffs satin edged. Special.....\$5.50

**Georgette Crepe Blouses**—in gray, Burgundy navy or flesh; collar and cuffs of satin, soutache braided. Special.....\$5.95

**Washable Satin Blouses**—in white; a box pleated model, the collar and cuffs finished with bias folds.....\$6.95

Third Floor.

## Special Tomorrow 100 Misses' Dresses

A Smartly Tailored Model. In Fine Broadcloth. Remarkable

Value at \$23.75

Newness in every line of this clever model featuring—

The straight bodice.  
The very high collar.  
The narrow shoulders.  
The tight sleeves.  
The buttoned back.  
The side draped skirt.  
The new pocket effect



A Practical and Decidedly Desirable Dress.

Third Floor

## "Panne-Edge" Hats

Latest of Novelties

At the Special Introductory Price

\$4.95

Millinery—in which the designer has a cleverly achieved, by deft handwork the rich effect of Panne Velvet combined with plain Velvet.

Panne Edges and Panne crowns, emphasize the new lines of these strikingly smart shapes. Sailors with Straight or Rolling Brims; Little Breton Sailors; Continentals fashioned of finely textured Velvets in all black now so much in vogue; quite the softest, most becoming Untrimmed Hats of the season.

**Imported Untrimmed Hats**  
Formerly Up to \$25.00... \$10.00

A limited number only, and in the identical shapes employed by Paris Millinery authorities for their Model Hats. Black and colored Hatters' Plush and Felt in marvelously effective styles.

Fourth Floor

Continuing the

## Great Sale of Chinese Rugs

In sizes ranging from 2x3 feet to 14x20 feet

Prices \$16.50 to \$1100.00

Unusual designs in Royal Blues, Imperial Yellows, Taupes, Mulberrys, Rose and Cloth of Gold

The majority of these Rugs are of the hand-woven qualities, and all are guaranteed

The Values Will Be Difficult to Duplicate Anywhere

Fifth Floor

## WILL BUY \$18,000 PUMP AND END WATER FAMINE

Scarsdale Will Get Supply Now or Consolidated Company Be Fined What It Would Cost to Get It.

Charged with discriminating against the village of Scarsdale and failing to furnish it with drinking water during the past summer despite a court order, the Consolidated Water Company was haled before Justice Keogh in the Supreme Court at White Plains to-day.

He found the company guilty of contempt and imposed a fine equal to the amount the corporation would have paid to the City of New York for 2,000,000 gallons of water daily had it supplied it to Scarsdale. Justice Keogh suspended the

fine, however, unless the company failed to give Scarsdale residents all the water they needed in the future.

Keogh for the water company said that \$200,000 had been expended for a new reservoir at Pocantico Hills, but that the drought had caused the reservoir to remain empty. He also said that the company had purchased 2,000,000 gallons of water daily from the City of New York, but that this was not sufficient.

Justice Keogh brought out that if the company had spent \$18,000 for a new pump which would pump 4,000,000 gallons daily from the New York Aqueduct, in the place of the pump now in use, there would have been no shortage.

Shot at Mark, Kills Brother. MIDDLETOWN, N. Y., Oct. 18.—Louis Fusco, eight is dead at Winterton, near here, as the result of

having been shot with a rifle in the hands of his brother. The brother was shooting at a mark in the barn when the bullet entered Louis's abdomen.

## Fat That Shows Soon Disappears

Prominent fat that comes and stays where it is not needed is a burden; a hindrance to activity, a curb upon pleasure. You can take off the fat where it shows by taking after each meal and at bedtime, one Marmola Prescription Tablet. These little tablets are as effective and harmless as the famous prescriptions from which they take their name. Buy and try a case today. Your druggist sells them at 75 cents or if you prefer you may write direct to the Marmola Co., 804 Woodward Ave., Detroit, Mich. You can thus say good-bye to dieting, exercise and fat.—Advt.

Founded 1826

Greeley 1900

# Lord & Taylor

38th Street

FIFTH AVENUE

39th Street

## Attention! Military Furnishings For the Boys Going to the Front

A special section in the Men's Furnishing Department on the ground floor has been arranged for the display of Army Sweaters, Shirts, Wristlets, Blanket Robes, Mufflers, Hats, Socks, Handkerchiefs, etc.

In Every Instance the Prices Are the Lowest Possible

**Worst Army Sweaters**.....\$9.00

Heavy weight with Military collar; long sleeves.

**Woolen Army Sweaters**.....\$6.50

Military collar and long sleeves.

**Army Sweaters**.....\$4.00

Low neck and sleeveless, slip-on model.

**Army Sweaters**.....\$3.25

Slip-on model, low neck and sleeveless.

**Army Shirts**.....\$5.00

Khaki Flannel Shirts, lined chest and reinforced at elbows.

**Woolen Wristlets**.....\$1.00

Heavy weight Khaki colors.

**Blanket Robes**.....\$6.50

Heavy weight Khaki colored Blanket Robes.

**Army Hats**.....\$3.00

Regulation Army Hats.

**Army Mufflers**.....\$2.50

Woolen Khaki colored Mufflers.

**Worsted Helmet**.....\$2.50

Aviation or French Helmets, made of fine soft worsted.

**Khaki Colored Handkerchiefs**.....a doz.. \$3.00

**Bed Socks**—suitable for camp wear, a pair, \$2.25

Made of fine brushed Worsteds, Khaki color.

**Special Notice**—The U. S. Government informs us that gifts for soldiers abroad must be mailed on or before Nov. 15th in order to reach them before Christmas.



Ground Floor

## Men's Fine Overcoats Of Substance and Style

\$25.00 \$35.00 \$50.00

Conventional in cut and thoroughbred in quality. Conservative, straight-fitting coats of finest melton, vicuna and cheviot cloths in black and blue and Oxford greys, with velvet collars. Some slightly form-fitting for those who prefer it; all with that mark of well-tailored quality that tops off the appearance of the correctly-groomed man.

Also more spirited styles that feature the dash and distinction of the best custom-made models. Raglan topcoats with the London swagger; English Regent overcoats of unusual smartness; roomy ulsters, generous in drape and sweep. In tweeds, chevots, homespuns, shetlands and other fabrics in a splendid range of colorings and patterns.

## Exceptional Showing of Men's Fur Coats

For Street and dress wear, black and Oxford Kersey and Buberby cloths in several mixtures; body and sleeves lined with Mink, Nutria, Hudson Seal, Muskrat or Marmot; collars trimmed with Mink, Otter, Beaver, Hudson Seal and Persian Lamb.

For motoring, outside Fur Coats of heavy Raccoon, Muskrat, Wombat and Dogskin.

\$57.50 to \$500.00

Men's Daylight Clothing Shop, Fourth Floor  
Open Until 6 P. M.

## Fine Shoes for Men

The Smartest Fall Styles at Most Attractive Prices

**Dress or Walking Boots**

Dull kid, dark gray or brown cloth tops, with patent leather or gun metal vamp.....\$10.00



**Newark Made Shoes**

"The Best Made"

Dark Tan Calfskin, Gun

Metal, Tan Russia Calfskin.

English lasts.....\$9.00

Special for Friday and Saturday

800 Pairs of Tan or Black Calfskin Boots; English lasts.....\$5.85

Ground Floor

# HEARN

Fourth Street

West of Fifth Avenue

## Week-End Specials In Wearables

Prices for Friday and Saturday



## SALE OF UNTRIMMED HATS

Special—Friday and Saturday, 2.17

Black silk velvets—models illustrated are just two of the dozens of different shapes. Smartest of new styles.

Suggested Trimmings for These Hats

Very new wings—bands—and fancy feathers—  
Our reg. \$1.55 and \$1.37.....1.00  
Free Trimming Service When Materials Are Purchased Here.

## Tailor-Made Blouses Of Silk or Cotton

**Crepe de Chine or Washable Satin Blouses**—shawl or sailor collars—plain or simply tucked—in white or flesh—Our reg. \$3.94.....Special.....\$3.17

**White Pique or Madras Blouses**—smart convertible collars that may be buttoned high—roll cuffs—Our reg. \$1.95.....Special.....1.55

## HOUSEFROCKS

Fresh and Crisp

Our Reg. 1.84 Special.....1.35  
Of chambray or striped gingham—belted—convenient pockets—white collars and cuffs—all sizes.

## Smart Suitings Specially Marked

48-inch All-Wool Plaids, and Stripes—French serge weaves—small and large designs on navy, brown and green grounds—our reg. \$1.65.....1.34

41-inch All-Wool Granite—cadet and navy blue, brown, green and black—our reg. .97......94

54-inch Knickerbocker Tweeds—gray and brown—our reg. .58......52

44-inch All-Wool Serge—twill in cadet, brown, myrtle, burgundy, black and navy—our reg. \$1.35.....1.00

## Newer Petticoats

Special.....4.16

Our regular \$5.35 Petticoats.

In black, changeable and colored

taffetas—smartly deep flounces, shirred and corded—fitted bands.



## Correct Togs for Out o' Door Fun

A Brush Wool Sweater—(model illustrated)—of softest gray, rose or blue—boasts two very important-looking pockets, quite as differently new as the skirt itself.....6.48

**Skirts**—in sizes for women and misses—plaid Velour may be had in gray or brown—smartly buttoned and some braid trimmed—our reg. \$5.89.....4.50

**Other Worsteds Sweaters**—in plain or fancy weaves—are shown in brown, rose or Copenhagen, at.....7.94

## SUITS Special at 24.50

Extra Sizes for the "Smart Stout"

Tailored models of serge—smart styles in Oxford cloth—also distinct models of heavy quality poplin. Many suits show velvet top collars. Navy and black.

Not often are extra size suits of this quality offered at such a very low price.

Gowns of serge, crepe de chine, satin and crepe Georgette—in great variety—are here in "smart stout" sizes. An interesting design in satin with embroidered tunic has unusually graceful lines. The rose satin lacing and sampler stitch embroidery are distinctive.

As our alterations are free of charge, more and more women who require stout sizes are finding it an amazing saving to buy wearables here.

## A Special Price of 10.50 in COATS

Our regular \$12.74 and \$13.74.

Belted models in all sizes for women and misses. Chevots and a few other fabrics with Kit Coney collars or bandings of Kerami, navy, brown and green.

## Week End Specials

in Newest Suits

for the Boys

Suits, Special, 10.50

Our reg. \$11.94.

Norfolk models—in various

styles—single and double breast-

ed—in tweed and homespun in

best Winter colorings—majority

have extra trousers.

Sizes 7 to 18 yrs.

Suits, Special, 5.50

Our reg. \$6.57.

Semi Norfolk models—full or

half pinch back—in sturdy che-

vots and various new Winter

mixtures—some with extra

trousers.

Sizes 8 to 18 yrs.

## The New York World Sets The Pace